MVGA BOARD MEETING MINUTES
MARCH 9, 2011

Attending: Ron Eubel, Doug Miller, Dan Pelphrey, Gary Huls, Andy Platt, Mike Chapin, Jim Finke, John Sherman, Pete Samborsky, By Phone - Charlie Rinehart Absent; Jeff Scohy, Joe Goodall, Bill LeBoeuf,
Guest in attendance – Bill McCarthy, USGA Director of Regional Affairs for the Ohio Valley

1. Minutes where approved from the November 17th Board Meeting
2. Motion to enter into a management agreement with Ohio Turf and Golf Trust was made, seconded and approved
   a. Charlie Rinehart was also appointed to the OTGT Board as the MVGA Representative.
3. A Handicap Report was given on the following items
   a. Handicap Report
   b. Courses to Rate in 2011
   c. USGA Course Rating Seminar
   d. eGolfer Revision
4. The Finance Report was Given on
   a. 2010 Year End
   b. Balance Sheet at end of 2010
   c. The 2011 Budget was presented and approved by motion
5. The Membership Report was given and a motion was made, seconded and approved to allow membership in the
   association to Holly Hills, White Springs
6. Reports were given on
   a. Off-Season Projects
      i. CRM
      ii. League Initiative
   b. Mentors Matters
   c. USGA Dinner – March 10 – Anyone coming
   d. Miami Valley First Tee
   e. Caddie Discussion
   f. Partnership Report
   g. Ohio Green Advocacy Day
7. The Tournament Report was given
   a. 2011 Schedule
   b. Mercedes Championship
   c. Miami Valley Team Invitational
8. Next Board Meeting Date – May 12 at Moraine Golf and Dinner
What Are We Doing?

1. Removing the burden of Operational Responsibilities from Miami Valley Golf Association.

2. Reorganizing to enhance efficiencies.

3. Helping Out Other Groups with Similar Missions

4. Compare the expansion to USGA Green Section
1. Currently if there is an emergency and SRJ is not able to attend a function, there is no one trained to step in.
2. Insure Association longevity due to increased resources.
3. We already do everything we just have to handle more volume
   1. Event Management
   2. Education Seminars
   3. Membership
   4. Partnership
   5. Accounting
1. Economies of Scale
   1. Insurance
   2. Professional Services
   3. Equipment
   4. Staffing
2. Bring more cohesiveness to the Golf & Turf Community in Ohio *(Ohio Needs Statewide Representation)*
3. Specialization in Labor Options
4. Turf is going up and Golf is going down (Stabilization)
5. And...It’s the right thing to do for society
Sod Producers
Ohio Turfgrass Research Trust

Starting 4/1/11

TODAY

Ohio Turf & Golf Trust

Miami Valley Chapter
GCSAA

The First Tee
Ohio Sports Turf Managers Association (400)
Ohio Lawn Care Association (400)

Central Ohio GCGA (170)
Greater Cincinnati GCGA (140)
Northwest Ohio GCGA (100)

2012 - Most

Sod Producers
Ohio Turfgrass Research Trust

ODWF
DDWGA
MVGA

OTF
(1200)

Miami Valley Chapter
GCSAA

OTGTD
Ohio Turf & Golf Trust

The First Tee

TODAY
Starting 4/1/11
Governance

Ohio Sports Turf Managers Association (400)
Ohio Lawn Care Association (400)
Sod Producers
Ohio Turfgrass Research Trust
Greater Cincinnati GCGA (140)
Northwest Ohio GCGA (100)
Central Ohio GCGA (170)

Attorney
Accountant
Staffing Resources

Steve Jurick, PGA Executive Director

Rachel Lubahn
Event/Membership

Communications Director

Event & Membership

Event & Membership

Nancy Stringer
Handicap Services

Heather Merz
Staff Accountant

Cathy Jurick
Partnership Coordination

Molly Ginger & John Muir
Assist with Communications and Event Management

For $150K

For $144K provided by OTF

Chris Donovan
Hardware Support

Phil Martin, CPA
Accounting

Larry Davis
Web Support

Additional Event Staff as Needed
Allie Pulos, Micaela Cronin, Nancy Reed, Lynette Barchek, Matt Crase, Michael Oberschmidt, Grace Nikoli, Tonya Foland, Cynthia Pratt
2011 Handicap Committee Plan

• Nominate replacement on MVGA Board for Harry Murray – Mike Chapin

• Assure Member Clubs Meet USGA Regulations for Issuing USGA Handicap Index
  • Seminars already in place on April 13th at Heritage Club in Cincinnati and April 14th at Brookside in Columbus
  • Develop more localized education for Member Clubs
  • Send out reminders over the winter months to further drive member clubs to participate in the online version of the seminar.

• Complete recommended course rating plan for 2011

• Incorporate into Media Budget for 2011, publicity recognizing the 100th Year of the USGA Handicap System

• Continue to review and refine eClub Membership and peer review process
2011 Course Rating Plan

• Do an outstanding job in completing all planned course ratings
  – Include use of First Tee Course Rating Promotional Signs

• MVGA and DDWGA teams attend USGA National Calibration Seminar in Memphis, TN

• Implement strategy for courses with out-of-date course ratings

• Continue to recruit, grow and train our course rating teams
  – Hold a Regional USGA course rating seminar (April 15th)
  – Online Test before rating seminar to prepare

• Develop First Tee Handheld Handicap Conversion Tables
• Schedule USGA Calibration Seminar  
  – Memphis, Tennessee – April 3 & 4

DDWGA Team
Diana Schwab
Daryl Nels
Mary Rice
Deb Frederick

MVGA Team
Doug Miller
Mike Chapin
John Burkhardt
Fred James
2011 Schedule

<table>
<thead>
<tr>
<th>April 3 &amp; 4 - USGA National Calibration – Memphis, TN</th>
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<tr>
<td>April 15 – USGA Course Rating Seminar</td>
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<tr>
<td>May 23 – Open</td>
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<tr>
<td>June 27 – Northmoor</td>
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<tr>
<td>July 25 – Echo Hills</td>
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<td>August 22 – Beechwood</td>
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<tr>
<td>September 19 – Yankee Trace</td>
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<td>October 10 – Pipestone</td>
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<td>November 4 – Course Rating Review Committee</td>
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eGolfer Redesign
ASSOCIATION DATA FLOW CHART

FLEXSCAPE/Website Database

- Maintain Member Directories
  - No ability to load pictures in CRM
- Allows us to build templates, do mail merges and e-mail campaigns

OUTLOOK (each individual)

CRM offers Outlook Install
(Users access CRM from within their own Outlook)

eClub

CURRENT:
TWO WAY SYNC

ONE WAY FROM CRM POSSIBLE?

GHIN/GSI

- Member can update record in GHIN ( immediate update)
- We can update record in CRM (process takes about 15 minutes)

Unresolved issues:
- Inability to provide automated Unsubscribe
- Individual Smartphone contact storage and synchronization
- Working through Outlook vs. Google

TPP

1. EXPORT Event from TPP
2. a. Format TPP Data
   b. Create GROUP in Flexscape
   c. Create TOURNAMENT/EVENT in CRM
3. IMPORT Event into CRM

TPP/CRM integration on USGA future list

CRM (Master)

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Golf in the Miami Valley Review
# of Courses in the Miami Valley

## Before 1910
- 1910: 3

## 1920s
- 1920: 3
- 1921: 8
- 1922: 26
- 1923: 30
- 1924: 41

## 1930s
- 1930: 64
- 1935: 80
- 1938: 84

## 1940s
- 1941: 101

## 1950s
- 1950: 106

## Years without New Courses
- 13 Years 1899-1911
- 4 Years 1931-1934
- 7 Years 1942-1948
- 6 Years 1980-1985
- Nothing since 2002

Golfers Per Course

GHIN Number from 1997

Year: 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11